

Callahan Advisory Board Minutes for February 25, 2015

- I. **Call to Order:** Kristen called the meeting to order at 10:04 a.m. Present were Diane Beerline, Donna Bresee, Julie Kammer, Kristen Kinard, Kathy Korpela, Karen Kruse, Deepa McCauley and Karen Roney.
- II. **Minutes from December 9th 2014:** Minutes were read, discussed and approved.
- III. **Correspondence:** None.
- IV. **House Manager's Report**
 - A. *House Statistics*
 1. There were 26 events in December: 6 City, 8 Clubs, 6 revenue generating, 0 final walkthroughs, 4 Facility showings, and 2 other events. 7 events were catered and served 198 guests. The City value was \$1,603.00 and the Club value \$1,934.00. A total of 415 guests were welcomed.
 2. There were 22 events in January: 4 City, 11 Clubs, 2 revenue generating, 0 final walkthroughs, and 5 Facility showings. 1 event was catered and served 10 guests. The City value was \$1,126.00 and the Club value \$2,849.00. A total of 192 guests were welcomed.
 3. There were 21 events in February: 2 City, 13 Clubs, 2 revenue generating, 0 final walkthroughs, 1 Facility showing, and 3 other events. 2 events were catered and served 20 guests. The City value was \$325.00 and the Club value \$3,677.00. A total of 175 guests were welcomed.
 4. Three new revenue events were booked in 2014. Twelve new revenue events were booked in 2015. Inquiries in December were at 9 phone, 9 email, and one walk-in. Inquiries in January were at 25 phone, 25 email, and no walk-in's. Inquiries in February were at 11 phone, 6 email, and no walk-in's. 2014 ended up having 38 events booked. 2015 now has 20 events booked.
 - B. *Maintenance & Facility Updates*
 1. The Christmas decorations were taken down and packed away in January.

2. All of the wood under the area rugs is being cleaned and polished in preparation for the installation of the new rugs.
3. The floor in the kitchenette was replaced.
4. Kathy met with the Parks Department and Shanti Schultz from Love in Bloom to discuss a plan for maintenance of the garden, which will begin in March.
5. The house received many new bowls, serving pieces, linens and platters from the estate of Mrs. Russell Smith. Mrs. Smith was a longstanding member of one of the bridge clubs and, upon her passing in December, bequeathed these items to the house.
6. Minor repairs around the house have been completed. The Facilities Department will repair the downstairs bathroom door and wood shelves in the music and dining rooms.
7. Some new holiday linens were purchased during the Kohl's holiday sale.
8. Inventory is being updated to include all of the new acquisitions from 2014.

C. Events for March

10 clubs will meet (3 of which meet on more than one occasion), Senior Center Peer Counselor Graduation Ceremony, Monica Hughes – Ghost Investigation/Birthday Party, and our Board Meeting, equaling 16 events for March. One of the events is revenue generating. Spice has 1 event to serve.

D. Event Updates & Administration

1. Club Renewals for 2015 are complete. The PEO Chapter GH will be meeting at another venue due to members having difficulty with the stairs and parking in inclement weather.
2. New Events:
 - a. Dori Spence – The history & Mystery of the Historic Callahan House (12/19/14)
 - b. Loukenen Family Dinner and Business Meeting (12/29/14)
 - c. Payter Engagement Dinner and Party (12/31/14)
 - d. City of Longmont HR Planning Session (1/12/15)
 - e. Inner Dimensions Planning Meeting (1/17/15)
 - f. Inner Dimensions Filming (1/20/15)
 - g. CNR Code Enforcement Services Strategic Planning Meeting (2/3/15)
 - h. Gail Douse-Sundberg – Baby Shower (2/22/15)
 - i. Community Services – Collaborative Marketing (2/26/15)

- j. Gail Douse-Sundberg – Bridal Shower (2/26/15)
- k. Monica Hughes – Birthday Party/Ghost Investigation (3/7/15)
- l. Boulder Prep High School Fundraiser (5/2/15)
- m. Longmont Startup Week – Hospitality Suite (6/1-5/15)
- n. Cassandra Haley & Shawn McGuffin – Wedding Rehearsal (9/26/15)
- o. Cassandra Haley & Shawn McGuffin – Wedding & Reception (9/27/15)

Eleven of the fifteen New Events are revenue generating.

3. There are no event cancellations.

V. **Old Business**

- A. *Carpet Update:* The new carpets will be installed March 8th and 9th.
- B. *Board Recruitment:* The City of Longmont interviewed Shirley Noreen for the vacancy on the board. It is anticipated that the city will appoint her and she will be in attendance for the next board meeting.

VI. **New Business**

- A. *Election of 2015 Officers:* Julie Kammer was nominated and elected as Chairperson. Karen Kruse was re-elected as Secretary. Diane Beerline was nominated and elected as Historian. The position of Historian is new and was created for the purpose of gathering documents, pictures and articles about the house and compiling them in a memory book or scrapbook as a house keepsake for posterity.
- B. *Minutes/Agendas – Posting Location:* It was moved and unanimously passed that the posting location of the board minutes and agendas be at the Civic Center.
- C. *Artwalk:* There are three Artwalk events in which the house will participate in 2015: May 16th, July 18th, and September 19th. Julie will contact the artists. Board members were asked to brainstorm about possible musicians for the events. Musicians are needed from 5:00-7:30 p.m. at each event. Diane Beerline will inquire about having a food truck available for the events.
- D. *Garden Update:* Shanti Schultz will begin working in the garden in March. She intends on working 2-4 hours per week. Once her schedule is set, Kathy will inform the board members so they may volunteer time to help Shanti in the garden.

VII. **Other Business**

A. *Marketing*

1. Kathy sent emails for all the Wedding Sites and Services leads – 215 in December, 316 in January, and 591 in February.
2. Kathy attended a 2-day class in January to learn how to create and modify pages on the City of Longmont website. She is working on new site navigation and content for the house.
3. The new issue of Longmont Magazine will be published soon. It is likely to be the last issue in which we advertise due to shrinking distribution of the magazine and lack of inquires from this method of advertisement.
4. The house currently is receiving a free listing on a new wedding site known as Wedding Spot – www.wedding-spot.com.

B. *Santa Claus at the December Open House:* It was discussed and agreed that the house should have Santa Claus present for the December 4th Holiday Open House. The suggestion of having a donation box to defray the cost of Santa Claus was offered and will be further discussed in future board meetings. Another idea being considered is having the house provide candy canes to the guests.

C. *Outdoor/ Garden Artists:* A suggestion was made to consider hosting an event for artists in the garden. It was decided that while this may be something to consider in the future, it is not something that would be in the best interests of the house at this time.

VIII. **Adjourn:** The meeting adjourned at 11:11 a.m.

Respectfully submitted,

Julie Kammer, Chairperson

Karen Kruse, Secretary